

- 2 -

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for determining an address of an entity based on a user location, comprising:
determining a location associated with a user;
receiving input associated with an entity from the user;
performing a query to identify a plurality of locations of the entity; ~~and~~
ascertaining which of the identified locations of the entity are in proximity to the location associated with the user;
determining which of the identified locations of the entity is closest to the location associated with the user; and
facilitating communication between the user and at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;
wherein the user is informed about the locations of the entity ascertained to be in proximity to the location associated with the user;
wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user;
wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;
wherein the user is permitted to select the location associated with the user from a set of locations associated with the user;
wherein the input associated with the entity includes input representative of criteria of the user, and wherein the locations of the entity ascertained to be in proximity to the location associated with the user satisfy the criteria of the user.
2. (Cancelled)

- 3 -

3. (Cancelled)
4. (Cancelled)
5. (Original) The method of claim 1, wherein the location of the user is the current location of the user.
6. (Cancelled)
7. (Currently Amended) The method of claim [6]1, wherein the criteria of the user include at least one of: a location of the entity currently holding a sale and a currently open location of the entity.
8. (Previously Presented) The method of claim 1, wherein directions from the location associated with the user to at least one of the identified locations of the entity ascertained to be in proximity to the location of the user are generated and delivered to the user.
9. (Cancelled)
10. (Cancelled)
11. (Original) The method of claim 1, further comprising offering promotions to the user.
12. (Original) The method of claim 11, wherein the promotions offered to the user are associated with one or more entities determined to be proximal to the location of the user.
13. (Cancelled)
14. (Previously Presented) The method of claim 1, further comprising ranking the

- 4 -

identified locations of the entity ascertained to be in proximity to the location associated with the user from closest to furthest from the location associated with the user.

15. (Currently Amended) A system including a computer program product embodied on a computer readable medium for determining an address of an entity based on a user location, comprising:

logic for determining a location associated with a user;

logic for receiving input associated with an entity from the user;

logic for performing a query to identify a plurality of locations of the entity; and

logic for ascertaining which of the identified locations of the entity are in proximity to the location associated with the user;

logic for determining which of the identified locations of the entity is closest to the location associated with the user; and

logic for facilitating communication between the user and at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;

wherein the user is informed about the locations of the entity ascertained to be in proximity to the location associated with the user;

wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user;

wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;

wherein the user is permitted to select the location associated with the user from a set of locations associated with the user;

wherein the input associated with the entity includes input representative of criteria of the user, and wherein the locations of the entity ascertained to be in proximity to the location associated with the user satisfy the criteria of the user.

16. (Cancelled)

- 5 -

17. (Cancelled)
18. (Currently Amended) A computer program product embodied on a computer readable medium for determining an address of an entity based on a user location, comprising:
- computer code for determining a location associated with a user;
 - computer code for receiving input associated with an entity from the user;
 - computer code for performing a query to identify a plurality of locations of the entity; and
 - computer code for ascertaining which of the identified locations of the entity are in proximity to the location associated with the user;
 - computer code for determining which of the identified locations of the entity is closest to the location associated with the user; and
 - computer code for facilitating communication between the user and at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;
- wherein the user is informed about the locations of the entity ascertained to be in proximity to the location associated with the user;
- wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user;
- wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;
- wherein the user is permitted to select the location associated with the user from a set of locations associated with the user;
- wherein the input associated with the entity includes input representative of criteria of the user, and wherein the locations of the entity ascertained to be in proximity to the location associated with the user satisfy the criteria of the user.
19. (Cancelled)

- 6 -

20. (Cancelled)

21. (Previously Presented) The method as recited in claim 1, wherein an origin address is determined utilizing at least one of speech recognition and a global positioning system.

22. (Previously Presented) The method as recited in claim 1, wherein the speech recognition portal utilizes a network.

23. (Previously Presented) The method as recited in claim 1, wherein the entity is a destination name.

24. (Previously Presented) The method as recited in claim 23, wherein the destination name includes a category.

25. (Previously Presented) The method as recited in claim 23, wherein the destination name includes a brand name.

26. (Previously Presented) The method as recited in claim 23, wherein a destination address is identified based on the destination name utilizing a database that includes addresses associated with at least one of business names, brand names, and goods and services.

27. (Previously Presented) The method as recited in claim 26, wherein the database includes a categorization of the destination names.

28. (Previously Presented) The method as recited in claim 1, further comprising receiving an utterance representative of the entity from the user.

29. (Previously Presented) The method as recited in claim 28, further comprising recognizing the entity associated with the utterance using a speech recognition process.